



WXYZ

ORDER

Print Date 11/16/12 Page 1 of 2

Flight Dates 11/01/12-11/06/12

WXYZ DETROIT			<u>Order Sep</u>	00:20:00		
<u>Contract / Revision</u>	<u>316474</u>	/	<u>Product</u>	<u>Estimate #</u> N01N06		
<u>Original Date / Revision</u>	10/31/12	11/01/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>		
			<u>Billing Contact</u>	<u>Billing Type</u> Cash		
<u>Advertiser</u>	The People Should Decide C		<u>Order Type</u>	GENERAL		
	814 King Street - Suite 400 Alexandria, VA 22314-3039		<u>Billing Cycle</u>	EOM/EOC		
			<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	Smart Media Group		<u>Demographic</u>	A25-54		
<u>Buying Contact</u>	Sales Office	EWSDC	<u>Rev Codes</u>	POL	POL	ISS Ballot
814 King Street - Suite 400 Alexandria, VA 22314-3039	Sales Region	NAT	<u>Product Codes</u>	PL		
			<u>Priority</u>	FX		
			<u>Advertiser Ref</u>			

Primary Account Executive

[Privacy Statement](#)

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	18	\$93,266.25	\$109,725.00	0.00	10/29/12	11/05/12	18	\$93,266.25	\$109,725.00
Totals	18	\$93,266.25	\$109,725.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	18	\$93,266.25	\$109,725.00	0.00	10/29/12	11/05/12	18	\$93,266.25	\$109,725.00
Totals	18	\$93,266.25	\$109,725.00	0.00					



WXYZ

Print Date: 11/16/12

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Contract / Revision

316474

Flight Dates 11/01/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser The People Should Decide Product TPSDC People Should Decide Estimate # N01N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 3	WXYZ	11/01/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	--TF--	:30	2	\$6,500.00	FX	0.00	NM		2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 10/29/12	11/04/12	--TF--		2	\$6,500.00									
N 4	WXYZ	11/01/12	11/02/12	12-1pm M-F 12-1pm	CM	12-1pm	--TF--	:30	1	\$3,500.00	FX	0.00	NM		1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 10/29/12	11/04/12	--TF--		1	\$3,500.00									
N 5	WXYZ	11/01/12	11/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	--TF--	:30	1	\$6,500.00	FX	0.00	NM		1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 10/29/12	11/04/12	--TF--		1	\$6,500.00									
N 6	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$3,000.00	FX	0.00	NM		1	\$3,000.00
		Action News SUN 8am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 10/29/12	11/04/12	-----S		1	\$3,000.00									
N 7	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$5,000.00	FX	0.00	NM		1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 10/29/12	11/04/12	-----S		1	\$5,000.00									
N 8	WXYZ	11/05/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	1	\$3,500.00	FX	0.00	NM		1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$3,500.00									
N 9	WXYZ	11/05/12	11/05/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$3,500.00	FX	0.00	NM		1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$3,500.00									
N 10	WXYZ	11/05/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$5,000.00	FX	0.00	NM		1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$5,000.00									
N 11	WXYZ	11/05/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$6,500.00	FX	0.00	NM		1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$6,500.00									
N 12	WXYZ	11/05/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$6,500.00	FX	0.00	NM		1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$6,500.00									
N 13	WXYZ	11/01/12	11/01/12	CMA Awards CMA Awards	CM	8-11pm	---T---	:30	2	\$17,500.00	FX	0.00	NM		2	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 10/29/12	11/04/12	---T---		2	\$17,500.00									
N 14	WXYZ	11/03/12	11/03/12	SA 10-11am News Spec SA 10-11am News	CM	10-11am	-----S-	:30	1	\$1,725.00	FX	0.00	NM		1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 10/29/12	11/04/12	-----S-		1	\$1,725.00									

Totals

18 \$109,725.00